

CERM PI

BENCHMARKING FOR PERFORMANCE EXCELLENCE



University of  
South Australia



CUSTOMER SERVICE QUALITY REPORT:

**ABC LIBRARIES**

20XX

## KEY STATISTICS



**90%** of respondents are likely to recommend the Library to others



**91%** of respondents are satisfied\*  
\*measured range from good to very good



**52%** of respondents visit between 9am-noon



**70%** of respondents indicated “In the library” as the most common source for library updates



**80%** of respondents drive in a personal car



**41%** of respondents visit with others (family, friends, partner, etc.)

### Top 3 Activities for ABC Libraries



Borrow physical library resources  
**64%** respondents



Participate in activities and events  
**17%** respondents



Benefit the children in my care  
**10%** respondents

#### Top CSQ Benchmark Performance Attributes

#### Weak CSQ Benchmark Performance Attributes

▲ **0.1**

Have well-presented staff

▼ **-1.1**

Provides food and drink facilities

■ **0.0**

Always be clean

▼ **-1.0**

Provide training and assistance with digital resources

■ **0.0**

Be well maintained

▼ **-0.9**

Provide quality children’s services/facilities

\*Detailed view of Libraries’ Performance vs. Expectation and comparison to CERM PI Benchmarks can be found on page 10

### What your customers said<sup>+</sup>:

ABC 6: *Great resources, staff and events. I love my library.*

ABC 9: *I sometimes struggle to find quiet places in the library in which I can read or write. Lots of people have meetings in the library or socialise at full volume.*

ABC 5: *A space for families with kids to be around books and borrow books that we can’t always afford. It’s great that kids can have access to these facilities for free!*

<sup>+</sup> Customer comments and suggestions are discussed in Section 6 and displayed in full in a separate document.

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# Introduction and Methodology

## INTRODUCTION

This report outlines the results and areas for consideration deriving from the Customer Service Quality survey conducted for the ABC Libraries by University of South Australia's CERM Performance Indicators research group. This report uses two separate sets of performance indicators (PIs), providing you with feedback to use as part of your own base-line management information. Your own results are displayed in conjunction to the benchmarks (medians) derived from the cohort of participating library services. The medians have been displayed based on the whole cohort of libraries. From this information you can consider ways to maximise strengths and develop strategies to correct any apparent deficiencies in the library's performance as suggested by your performance indicators.

This report comprises six (6) main sections:

### **Customer Relations and Satisfaction**

The first section of the report presents respondents' overall level of satisfaction with the Library service, as well as the level of likelihood they would recommend (using, as requested, an NPS score) the Library service to others. This section is separated into two subsections with 1.1 investigating respondents' relationship with the ABC Libraries as a whole. Following from this subsection, 1.2 will involve a discussion of the libraries that were individually analysed, and stats will be displayed on graphs.

### **Customer Service Quality (CSQ) Indicators**

The CERM PI CSQ model, tailored to library services, incorporates two main dimensions of service quality: 18 (15 to be compared to the CERM PI Benchmarks, and 3 added by the libraries) items that focus on facility and provision aspects of the Library service and another 8 (6 to be compared to the CERM PI Benchmarks, and 2 added by the libraries) items that explore aspects of staffing in the Library service. This section also has two subsections, with the first subsection (2.1) discussing and displaying the data for the entire sample of ABC libraries, and the second subsection (2.2) discussing the results of the individual libraries (tables in Appendix A).

### **Benefit indicators**

Another major focus of the CERM PI indicators is the benefits the end user or customer receives from their visit to the Library. This section presents respondents' rating of importance and achievement of 8 benefit attributes. This section is formatted the same way as above, with data for subsection 3.2 displayed in Appendix B.

### **Usage and Awareness of Library services**

The fourth section reports the key activities visitors participate in at the libraries, along with level of awareness of selected offerings at the libraries. Furthermore, information sources for libraries are also presented.

### **Visitor demographics**

Demographics of respondents will enable the Library service to have an in-depth view of who their customers are, looking at age, gender, and usage preferences of the visitors, to name a few. Demographic tables are used to present this data.

## Comments and Suggestions

The final section of the survey presents the responses from the open-ended questions that concluded the survey. Individual content analyses are presented, which highlight and examine the three most common words mentioned in responses to the first two questions for each library, then a thematic analysis (done by hand and using NVivo) was done for the final question. A thematic analysis encapsulates the common threads and ideas that transpire across the data, and in this case, the respondents to the third question across all the libraries.

## METHODOLOGY

Data for this report was collected using online and paper questionnaires under the guidance of the appropriate protocols issued by CERM PI®, University of South Australia.

Customers to the library were asked to complete the survey via online and/or paper methods. Those customers who were members of the library were sent a link to an online survey. The survey measured: customer satisfaction with facilities/operations and staff, benefits from library usage, their level of satisfaction & advocacy and questions relating to their usage and their demographics.

## Analysis

The questionnaire was developed to provide library staff and management with diagnostic value in the area of customer profiles and service quality management. Library staff have an in-depth understanding of the wider environmental context in which the library operates and are best placed to interpret the results provided in this report. The study should not be treated in isolation but be used as part of the total information on which management decisions are based.

### **Total number of responses for the ABC Libraries (n) = 1648**

For points of individual analysis, data is presented as 10 groups representing each library. These include ABC 1 (n = 269), ABC 2 (n = 85), ABC 3 (n = 135), ABC 4 (n = 51), ABC 5 (n = 160), ABC 6 (n = 183), ABC 7 (n = 256), ABC 8 (n = 139), ABC 9 (n = 261), and ABC 10 (n = 129).

**Important note: Reliability and accuracy of data in 20XX should be taken into consideration due to a low number of survey responses for ABC 2 (n = 85) and ABC 4 (n = 51). Year-on-year and benchmark comparisons of represented data should be used with caution. Furthermore, individual analysis was excluded if (n) = <30. Therefore, ABC 11 (n = 28), ABC 12 (n = 28), ABC 13 (n = 8), and ABC 14 (n = 8) were not individually analysed but included in the overall ABC Libraries data.**

Note: Percentage totals may not equal (+ or -) 100% due to rounding.

## Confidentiality

The information contained in the report is the property of the client and CERM PI and may not be reproduced or transmitted in any form without their consent. CERM PI may utilise information gathered for further research and education and is committed to do so whilst protecting the confidentiality of the client. Outcomes of research efforts are usually reported in professional forums.

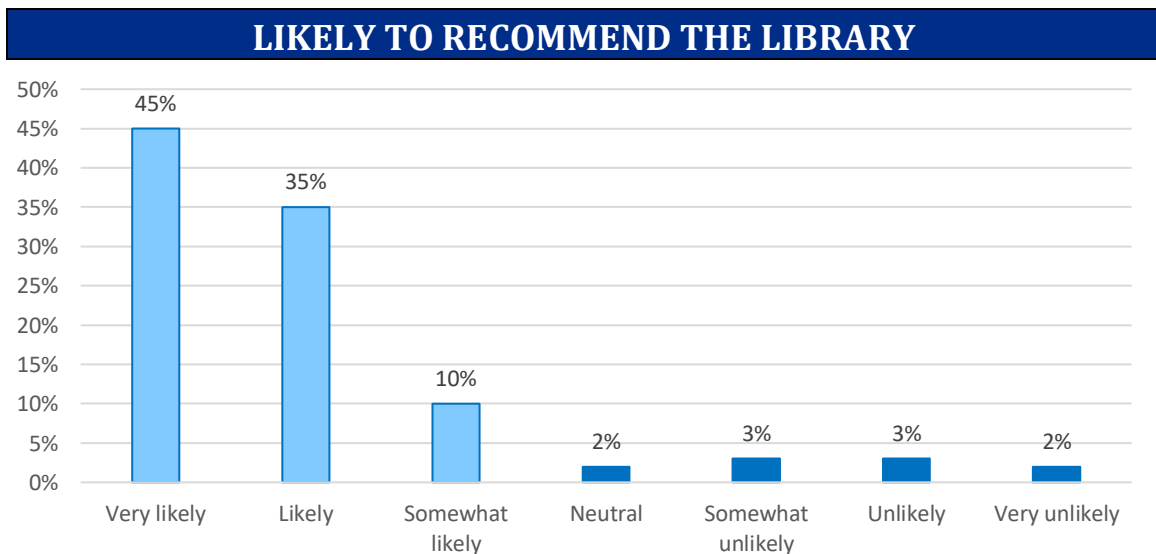
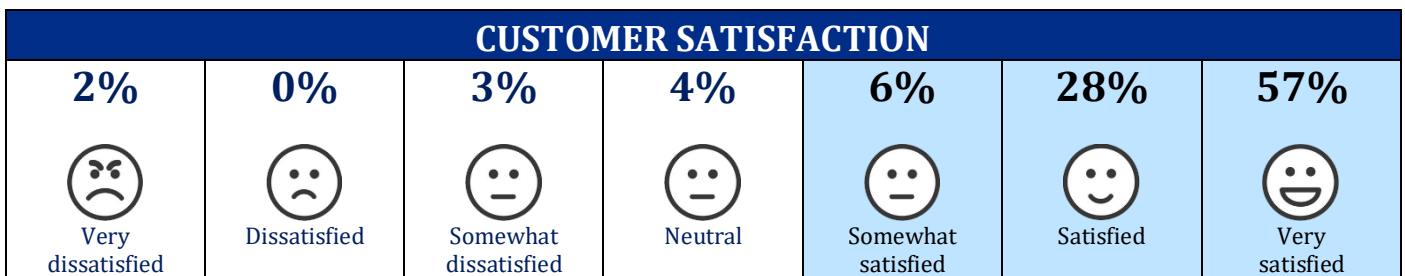


# 1. Customer Satisfaction and Relation

## 1.1 ABC Libraries

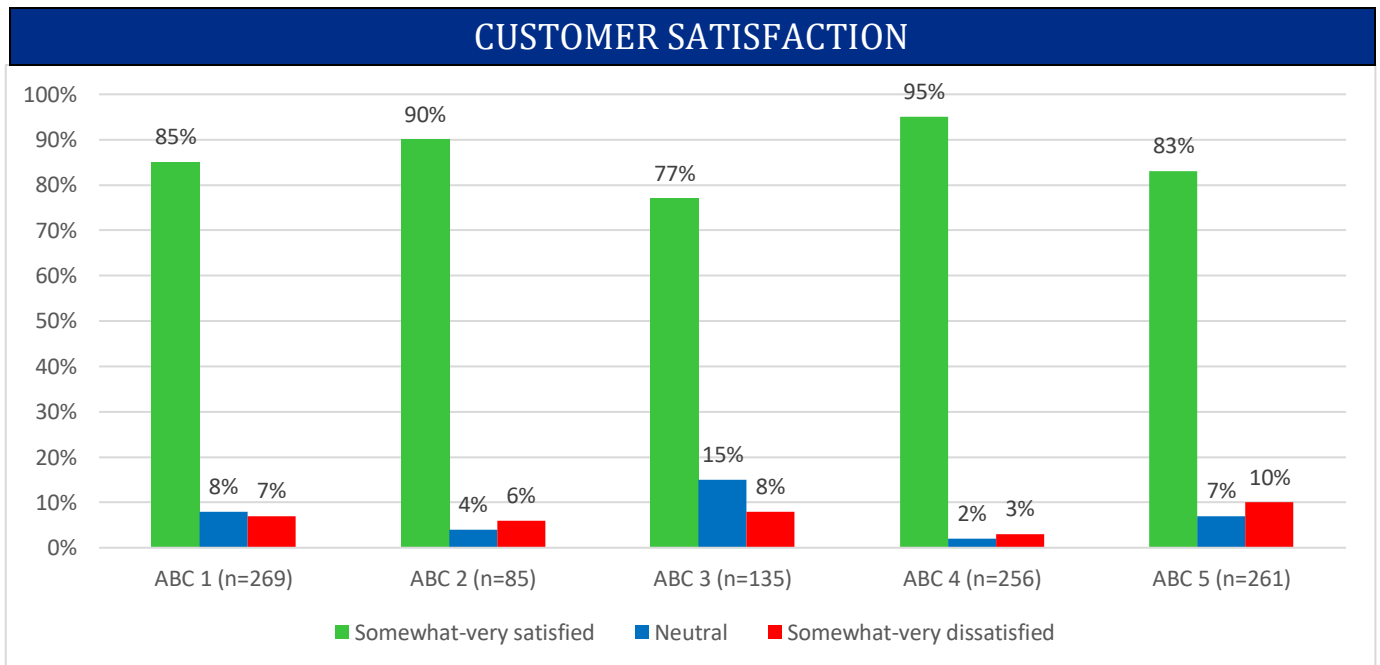
- **91%** of all of respondents indicated they they were somewhat to very satisfied with the libraries overall. This is **higher** than the 20XX CERM PI Benchmark (XX%).
- The **mean satisfaction** for ABC Libraries is **6.1** out of a 7-point scale, which is **higher** than the CERM PI Libraries 20XX-XX Benchmark (XX).
- **90%** of all respondents indicated either “Somewhat likely”, “Likely” or “Very Likely” to recommend ABC Libraries to others. This is **higher** than the 20XX CERM PI Benchmark (XX%).
- The **mean recommendation** for ABC Libraries is **6.0** (above “Likely”) out of a 7-point scale, which is **higher** than the CERM PI Libraries 20XX-XX Benchmark (XX).

1.1: ABC Libraries (n) = 1648



## 1.2 Individual results for the ABC Libraries

- ABC 4 had the **highest percentage of positively satisfied customers** with **95%** of respondents indicating they found that they were somewhat to very satisfied with the library. Conversely, **77%** of respondents found ABC 3 to be somewhat to very satisfying, which was the **lowest** out of all the libraries analysed.
- The **highest mean satisfaction** achieved out of the libraries was ABC 7 with a mean of **6.4** out of a 7-point scale. The **lowest mean satisfaction** was **5.7** out of a 7-point scale, and this was garnered by the ABC 10. However, both means are **higher** than the CERM PI Libraries 20XX-XX Benchmark (XX).



## OTHER INTER-LIBRARY COMPARISONS AND GRAPHS

## 2. Customer Service Quality

In the questionnaire respondents were asked to rate expectations and perceptions of performance in relation to attributes of customer service quality (CSQ). **The scale used for this section ranges from 1 ('disagree') to 6 ('very strongly agree')**.

CSQs for each group will be discussed and then displayed in a table. These tables will show respondents' expectations and performance ratings. The difference between the two is then displayed as a "performance gap" which is compared to the CSQ benchmark. The final column of the table shows the difference between these final variables with an icon to highlight how the libraries match up to the CSQ benchmarks. Some performance gaps do not have benchmarks to be compared to because of their specificity to this survey; they will be displayed in a table below.

**Expectations** refer to the extent to which customers believe a particular service attribute should be provided at the library. High expectations tend to represent higher priority CSQ attributes. Low expectations may indicate customers have limited interest or need for this CSQ attribute.

The expectations and the performance means are used to calculate the **Customer Service Quality Gap** (CSQ Gap) for each CSQ attribute; the extent to which performance does not correspond to expectations.

The **performance** mean measures how a service attribute is perceived to be performing. High performance means indicate a service quality attribute is perceived by customers to be well delivered. A low performance mean may identify a potential problem requiring monitoring. Alternatively, it may be due to a unique circumstance of the library (e.g. shared use of public parking facilities).

The **Customer Service Quality Score** (CSQ Score) reflects the service quality gap as a percentage, allowing for more direct comparison with other customer feedback such as overall satisfaction with the library and willingness to recommend the library service. A score above 100% suggests a Library exceeded expectations on average. A score below 100% suggests a Library performed below expectations, on average.

### 2.1 ABC Libraries Summary

- Respondents rated having **"Always be clean", "Be well maintained", "Provide a sufficient selection of books and resources", "Be well organised", and "Have up-to-date information"** highest on expectations
- Respondents rated **"Always be clean", "Be well maintained", and "Be well organised"** highest on performance
- ABC Libraries' best performing attribute compared to the CERM-PI CSQ Benchmarks was **"Have well-presented staff"**
- ABC Libraries achieved an overall service quality score of **94%**, which is **lower** than the CERM PI Libraries 20XX-XX Benchmark (XX%).

\* The Overall Service Quality result is calculated by dividing the combined averaged performance scores by the combined averaged expectations \*100.



## SERVICE QUALITY: EXPECTATION, PERFORMANCE AND BENCHMARK COMPARISON ABC LIBRARIES (n = 1648)

CSQ ATTRIBUTES	Expectations	Performance	Performance Gap	CSQ Benchmark	Benchmark Gap
<b>The Library should...</b>					
Always be clean	5.2	5.2	0.0	0.0	0.0
Be well maintained	5.2	5.2	0.0	0.0	0.0
Provide enough space for research, study and reading	5.0	4.7	-0.3	-0.1	-0.2
Provide an adequate number of computers	4.7	4.4	-0.3	0.2	-0.5
Provide a sufficient selection of physical books and resources	5.2	4.6	-0.6	-0.2	-0.4
Provide enough digital content	4.8	4.3	-0.5	0.3	-0.8
Be well organised	5.2	4.9	-0.3	0.0	-0.3
Have up-to-date information	5.2	4.7	-0.5	0.1	-0.6
Have programs, activities, and events that are relevant to your needs	4.5	4.0	-0.5	0.2	-0.7
Have well behaved customers	5.0	4.5	-0.5	0.0	-0.5
Have clear and useful signage	5.0	4.7	-0.3	0.0	-0.3
Provide training and assistance with digital resources	4.4	3.9	-0.5	0.5	-1.0
Have suitable parking	5.0	4.6	-0.4	-0.3	-0.1
Provide food and drink facilities	3.0	2.8	-0.2	0.9	-1.1
Provide quality children's services / facilities	4.7	4.1	-0.6	0.3	-0.9
Have friendly staff	4.9	4.8	0.1	0.1	0.0
Have staff that is eager to help	4.7	4.7	0.0	0.1	-0.1
Have well-presented staff (e.g. neat dress, well groomed)	4.4	4.8	0.4	0.3	0.1
Easy to identify staff (e.g. use of nametags)	4.4	4.2	-0.2	0.3	-0.5
Have staff that is competent with physical collection	5.0	4.8	-0.2	0.2	-0.4
Have staff that is competent with digital collection	4.9	4.4	-0.5	0.3	-0.8
<b>Overall service quality</b>					<b>94 %</b>

▲ Above 0 Gap | ■ Neutral Gap | ▼ Below 0 Gap

### OTHER ATTRIBUTES

Attribute	Importance	Performance	Performance Gap
Has sufficient charging ports	4.3	3.7	-0.6
Provides staff who can help with technology	4.9	4.4	-0.5
Has suitable opening hours	5.1	4.4	-0.7
Staff welcome me to the library when I visit	3.4	4.1	0.5
Staff are competent with technology	4.8	4.3	-0.5

## 2.2 Individual results for ABC Libraries

All individual tables can be found in Appendix A. Highlighting some of the results, the libraries with some of the **highest expectations** included ABC 2 and ABC 3, with the expectation of providing “**a sufficient selection of physical books and resources**” (5.4 each), and ABC 8, with the expectation of **always being clean** (5.4). Following from that, ABC 2 had some of the **highest performances** in the attributes “**Always be clean**” and “**Be well maintained**” (5.4 each), while ABC 3, ABC 6, ABC 8, and ABC 10 nearly had equivalent scores on performance for “**Always be clean**” (5.3 each). ABC 8 also had a **high-performance** score for having **suitable parking** (5.3).

In line with that finding, when looking at how the expectation-performance scores compared with the **CERM PI Benchmarks**, ABC 8’s “**Have suitable parking**” was the **best performing attribute** with a positive 0.5 benchmark gap. There were some libraries that did not achieve any positive benchmark gaps, including ABC 1, ABC 4, ABC 5, and ABC 7, with ABC 1 posting the **lowest benchmark gap** in the attribute “**Provide food and drink facilities**” (-1.7).

The library with the **highest** overall service quality score\* was ABC 9 with **97%**, which is **lower** than the CERM PI Libraries 20XX-XX Benchmark (105%). The library with the **lowest** overall service quality score was ABC 4 with **91%**.

\* The Overall Service Quality result is calculated by dividing the combined averaged performance scores by the combined averaged expectations \*100.



### 3. Customer Benefit Analysis

The questionnaire asked the respondents to rate their level of importance and achievement in relation to a list of benefits. **The scale used for this section ranged from 1 ('not at all') to 5 ('very high').**

As above with section 2, ABC Libraries group will be discussed with a customer benefit table displayed below, then there will be a discussion of the individual libraries and their respective tables linked in Appendix B. The tables are like the above CSQ tables.

The **importance** mean measures the relative importance of particular benefit as a reason for attending this library.

The **achievement** mean indicates the extent to which the benefits were achieved as a customer of the library.

The **importance and achievement** means are used to calculate the **'Benefits gap'** for each attribute – that is, the extent to which achievement does not correspond with the importance rating. A positive gap indicates the customers' needs are being met, while a negative gap suggests they are not.

**Use of benefits:** Understanding the benefits achieved by your library, customers will aid in the design, promotion and delivery of opportunities appropriate for different target groups at your library.

#### 3.1 ABC Libraries Summary

- Respondents rated **“Enjoyment”**, **“Relaxation”**, and improved **“well-being”** and **“education”** highest on expectations
- Respondents rated **“Enjoyment”**, **“Relaxation”**, and **“Improved wellbeing”** highest on performance
- Overall, ABC Libraries performed reasonably well for benefits achieved by customers with nearly all benefits gaps being on par with the CERM-PI Benchmarks, and **“Enjoyment”** scoring higher than the benchmark.

#### BENEFIT ATTRIBUTES: PERCEIVED IMPORTANCE & ACHIEVEMENT BENCHMARK COMPARISON ABC LIBRARIES (n = 1648)

BENEFITS ATTRIBUTES	Importance	Achieved	Benefits Gaps	Benchmarks	Benefits Gaps	
Improved education	3.7	3.6	-0.1	-0.1	▬	0.0
Enjoyment	4.1	4.1	0.0	-0.1	▲	0.1
Relaxation	3.9	3.9	0.0	0.0	▬	0.0
Socialising with family &/or friends	2.8	3.1	0.3	0.3	▬	0.0
Improved well-being	3.7	3.7	0.0	0.0	▬	0.0
Feeling of connection with the community	3.5	3.5	0.0	0.0	▬	0.0
Improved confidence in my technology skills	3.1	3.2	0.1	0.1	▬	0.0
Helps financially	3.1	3.3	0.2	0.2	▬	0.0

▲ Above 0 Gap | ▬ Neutral Gap | ▼ Below 0 Gap



## 3.2 Individual results for ABC Libraries

All benefits tables for each library can be found in Appendix B. Out of all the libraries, **ABC 2** scored the **highest on importance** for the benefit attribute **“Enjoyment”** (4.3). Some other libraries that recorded high attribute importance were **ABC 6** on **“Enjoyment”** (4.2) and **ABC 4** on **“Enjoyment”** and **“Relaxation”** (4.2 each). As for whether benefits were **achieved**, the highest ratings were posted by **ABC 2** and **ABC 6** on **“Enjoyment”** (4.2 each), once again. Many of the other libraries scored quite well for **“Enjoyment”**, too, including ABC 1, ABC 3, ABC 7, ABC 8, and ABC 9.

When the libraries’ benefits gaps were compared with the CERM PI Benchmarks, the **best performing** library was the **ABC 4** on the attributes **“Socialising with family and/or friends”** (0.4), **“Improved education”** (0.2), and **“Improved confidence in my technology skills”** (0.2). With that said, the **ABC 4** also had the **worst performing attribute: “Relaxation”** (-0.3). However, some of libraries that achieved **strong benefits gaps** compared to the CERM PI Benchmarks included **ABC 6** on **“Improved confidence in my technology skills”** (0.2), **ABC 7** on **“Socialising with family and/or friends”** (0.2), and **ABC 10** on **“Improved well-being”**. Some libraries did not report any negative figures for benchmark gaps (e.g., ABC 6 and ABC 7), while ABC 2 did not post any attributes above the benchmarks.



## 4. Usage and Awareness of Library Services

- **64%** of all respondents indicated **“Borrowing physical library resources”** as their main activity at ABC Libraries.
- **31%** of all respondents (combined total) indicated **“Participate in activities and events”** as their second and third most important activity at ABC Libraries.
- **“ABC 4”** was the most common service respondents were aware of and used as offered by the libraries.
- **“In the Library”**, **“Library Website”**, and **“Library eNewsletter”** were cited as the top three common information sources for the libraries.

### MAIN ACTIVITY UNDERTAKEN AT THE LIBRARY

ABC LIBRARIES (n = 1648)

	FIRST (%)	SECOND (%)	THIRD (%)
Borrowing physical library resources	64	14	5
Borrowing digital library resources	9	15	6
Participate in activities and events	4	17	14
Socialise with friends/groups/family members	1	3	3
Use the computers	3	6	6
Connect to the Wi-Fi	2	3	4
To benefit the children in my care	5	10	10
Study or research	5	8	7
An alternative space to working from home	2	4	6
To feel connected to the community	<1	4	9
Book and use the meeting rooms	-	<1	1
Read newspapers/magazines	1	6	7
To get help with computer tasks	-	<1	1
Other	1	2	5

**“Other” listed activities across for the ABC Libraries can be found on pp. 170-175 of the All Comments document.**

Note: Total for activity rank can be  $\pm 100\%$ , representing the percentage of respondents (n = 1648) that picked an activity in each rank due to rounding.



## AWARENESS AND USE OF LIBRARY SERVICES

**ABC LIBRARIES (n = 1648)**

	AWARE %	USED %
SERVICES	38	10
SERVICES	28	4
SERVICES	13	2
SERVICES	42	8
SERVICES	29	3
SERVICES	59	39
SERVICES	72	14
SERVICES	80	24

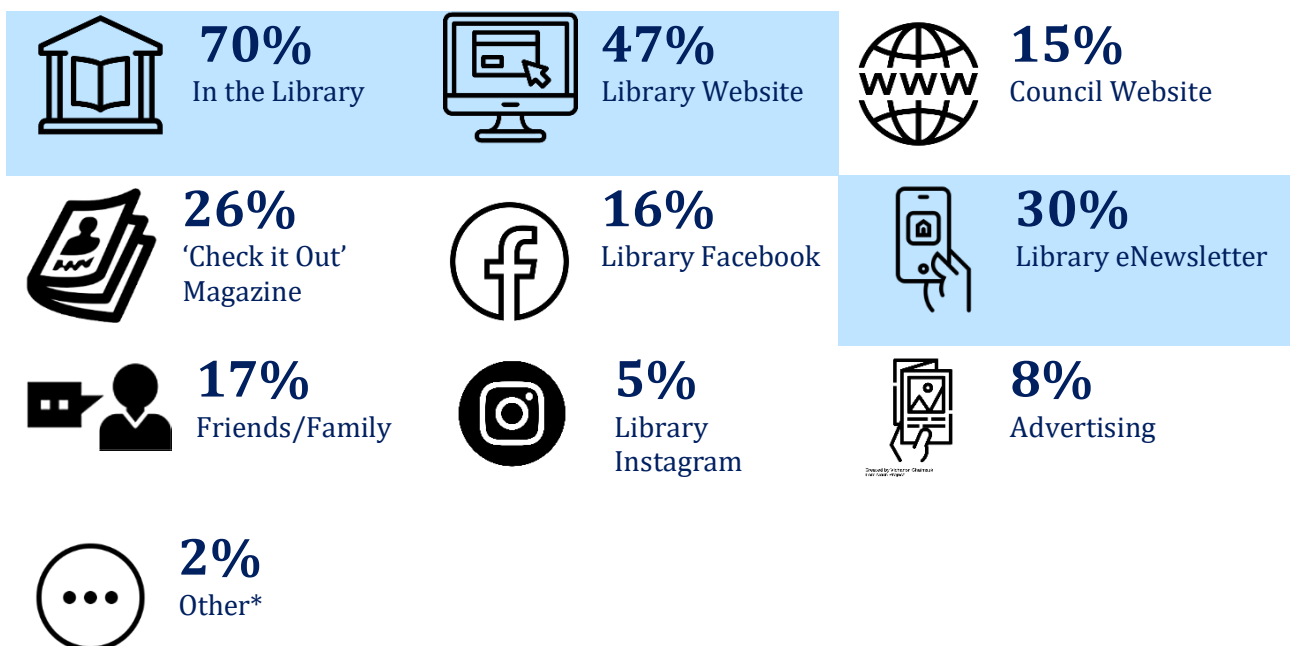
## MEMBER OF ABC LIBRARIES?

**ABC LIBRARIES (n = 1648)**

	%
Yes	94
No	4
Yes, but it lapsed	3

## INFORMATION SOURCES FOR THE LIBRARY

**ABC LIBRARIES (n = 1648)**



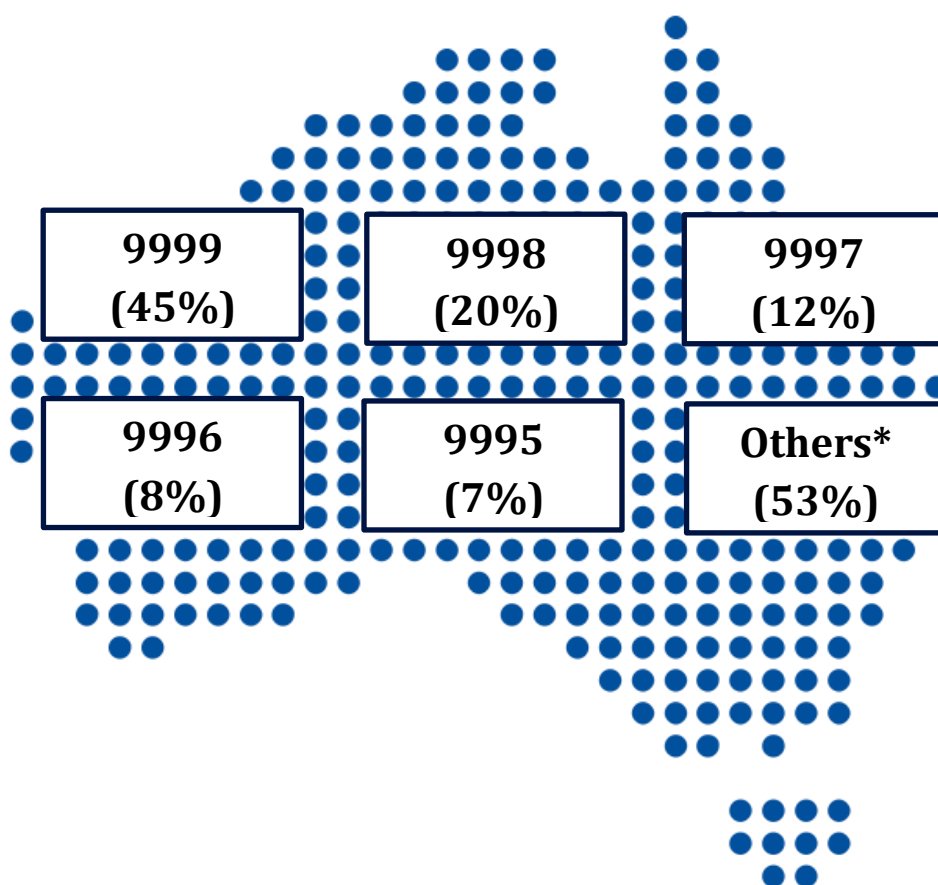
\*Other sources of information for the ABC libraries can be found on pp. 175-177 of the All Comments document.

## 5. Visitor Demographics

- **80%** of all respondents travel to the libraries in a **private car**.
- **25%** of all respondents visit the ABC libraries a **weekly**.
- **52%** of all respondents visit the libraries between **9am and noon**.
- **42%** of all respondents attend the ABC libraries **with others**. Of those attending in a group, a total of **51%** attend with children.
- **39%** of all respondents said they spend less than 30 minutes in their respective library.

### TOP VISITING POSTCODES TO THE LIBRARIES

#### ABC LIBRARIES



Note: Postcodes that were invalid were excluded, and these made up <1% of responses.

Others\*: 9994, 9993 (3-4% each) | 9992, 9991, 9990 (<1% each)

## ABC LIBRARIES

(n = 1648)

### ATTEND ALONE OR AS A GROUP

Alone	59%
With others (family, friends, partner, etc.)	41%

### ATTENDANCE AS GROUP INCLUDES:

Children under 5 years	24%
Children 5-15 years	38%
No children	28%

### FREQUENCY OF VISIT

Daily	5%
2-3 times a week	14%
Weekly	28%
Fortnightly	20%
Monthly	27%
Once or twice per year	6%

### USUAL TIME TO VISIT

Between 9am and noon	52%
Between noon and 3pm	23%
Between 3pm to 6pm	25%

### EMPLOYMENT STATUS

Employed full time	28%
Employed part time	23%
Student	7%
Retired	27%
Full time parent	5%
Home duties/carer	7%
Unemployed	4%
Prefer not to answer	0%

### GENDER

Male	48%
Female	50%
Gender diverse	1%
(Of the 12 respondents that selected Gender diverse, 5 put trans woman, 4 put trans man, and 3 put nonbinary.)	
Prefer not to answer	1%

### PLACE OF BIRTH

Australia	63%
Overseas (English-speaking)	24%
Overseas (non-English-speaking)	11%
Prefer not to answer	1%

### USUAL TRANSPORT MODE

Private car / motorbike	80%
Walk	12%
Bicycle	2%
Public transport (incl. Uber, etc.)	6%

### DISTANCE TRAVELLED TO VISIT

5kms or less	67%
Over 5kms to 10kms	21%
Over 10kms to 25 kms	11%
Over 25 kms	1%

### TIME SPENT DURING VISIT

Less than 30 minutes	39%
About 30-60 minutes	35%
About 60-90 minutes	18%
Over 90 minutes	9%

### USUAL DAY OF THE WEEK TO VISIT

Weekdays	80%
Saturday	16%
Sunday	4%

### AGE GROUP

15-19 years of age	2%
20-29 years of age	7%
30-39 years of age	21%
40-49 years of age	20%
50-59 years of age	14%
60-69 years of age	15%
70+ years of age	18%
Prefer not to say	1%

### DO YOU HAVE A CHRONIC ILLNESS OR IDENTIFY AS SOMEONE LIVING WITH A DISABILITY

No	79%
Yes	19%
Prefer not to answer	2%

### IDENTIFY AS ABORIGINAL AND/OR TORRES STRAIT ISLANDER

Yes	2%
No	97%
Prefer not to answer	1%

## 6. Comments and Responses (Open-ended)

This report shares only a sample of the comments for libraries that achieved an n = >100 for the questions “What are the best aspects of ABC Libraries” and “What could ABC Libraries improve?”. This means that ABC 11, ABC 2, ABC 12, ABC 4, ABC 13, and ABC 14 were not individually analysed. However, the last section involves an overall discussion and thematic analysis of the final question, “Thinking about the future of public libraries in general and how they can remain relevant to the community, what additional or new services, resources or facilities would you like to see ABC Libraries offer? We encourage you to think broadly and welcome any and all suggestions!” which will include comments from all the libraries surveyed. Furthermore, a full list of comments for individual libraries is provided as an attachment with this report, i.e., the All Comments document.

### Question 1

#### “What do you like most about ABC Libraries?”

ABC 1

##### SUMMARY

- **“Books”** (including eBooks and audiobooks) was **mentioned ~ 60 times** when respondents were discussing positive experiences in ABC 1. Many were content with the variety and selection (especially the new releases), and others simply shared their joy in being able to borrow and access free books from the library. Some others also mentioned the book holding service and the availability of books.

“Range of books, facility to put books on hold, inter-library loans, book purchase recommendations.”

“Good supply of recent books and the ability to request books. Availability of both ebooks and books.”

“Great selection of books including latest releases.”

“I can request books of interest to me.”

- **“Staff”** was **mentioned ~ 30 times** when respondents were sharing their positive experiences in ABC 1. Many of the comments complimented the staff, often using words like “helpful” and “friendly”, while others simply just stated that the staff were a positive for the library.

“Helpful local staff.”

“The staff and their knowledge and willingness to help.”

“Helpful and friendly staff, quiet relaxed environment.”

“Staff are always friendly, helpful and knowledgeable and are willing to help out in any way they can. I am so glad we have these wonderful facilities on the ABC.”

- **“Resources” (mentioned ~ 17 times)** and **“Activities” (mentioned ~ 10 times)** were also part of the comments in response to positive experiences at ABC 1. The comments around resources sometimes specified (e.g., LinkedIn Learning, learning resources), but most often simply said that the resources the library offered were great. Respondents appreciated the array, accessibility, and availability of the resources offered by ABC 1. Similarly, activities were mostly specified as for children and kids, but sometimes were left vague. All in all, these two were sometimes paired together in the same response and were highlighted by these respondents as the best aspect of ABC 1.

“Extensive physical and digital collections, access to free resources like LinkedIn Learning, attractive buildings, friendly & helpful staff.”

“The resources, activities and community connections.”

“Lots of resources and children's activities.”

“Lovely modern buildings, modern and functional interiors, great range of physical and digital items, fantastic kids activities and programs and absolutely loved the signature author series! Our libraries do a great job at catering to everyone in our community.”

## MORE ANALYSES OF INDIVIDUAL FOR OTHER LIBRARIES

### Question 2

**“What could ABC Libraries improve?”**  
**ABC 1**

## MORE ANALYSES OF INDIVIDUAL FOR OTHER LIBRARIES

### Question 3

**“Do you have any other comments”**  
**ABC LIBRARIES**

## ATTACHED DOCUMENT WITH ALL COMMENTS



# How can the results be used?

Each year CERM PI service quality reports are conducted for many Australian Libraries. Some of the ways your organisation may benefit from the information in this report include:

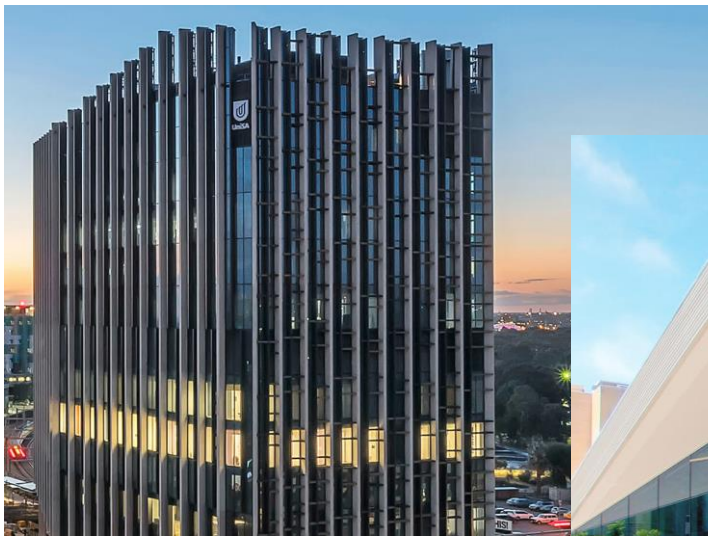
- Share and discuss the results of the report with staff at the Library.
- Promote key results to Customers and thank them for their contribution.
- Incorporate the information into management plans, KPIs and contracts where relevant.

*Consider further analysis: Does this report highlight something you'd like to know more about? We can help with this.*

These findings, and report as a whole, could also benefit further examination and inquiry into customer satisfaction with the libraries if they were to be undertaken. For instance, focus groups could help to elucidate and add more context and understanding to some of the findings in this report. If these, or other methods of inquiry/analysis, are of interest, CERM PI offers numerous high-quality research services.

## Other services

CERM PI offers services that focus on assessing and benchmarking not just libraries, but [aquatic and recreation centres](#) and [botanic gardens](#). CERM PI also offers [organisational culture surveys](#) which allows councils to view and understand the cultural climate of the organisation and how this impacts behaviour and productivity (e.g., employees' satisfaction, resiliency, and optimism, to name a few). Get in contact with us to organise one of these projects or even a [customised project!](#)



## Contact Us

Further information can be obtained by contacting CERM PI®

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## **Appendix A**

### **OTHER INDIVIDUAL LIBRARY TABLES**

## **Appendix B**

### **OTHER INDIVIDUAL LIBRARY GRAPHS**